

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| OMB APPROVAL | |
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| OMB Number: | 3235-0287 |
| Estimated average burden hours per response: | 0.5 |

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|---|--|---|
| 1. Name and Address of Reporting Person* <u>KLINE RODGER S</u> (Last) (First) (Middle) <u>1 INFORMATION WAY</u> (Street) <u>LITTLE ROCK AR 72202</u> (City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol <u>ACXIOM CORP [ACXM]</u> | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Company Operations Leader</u> |
| | 3. Date of Earliest Transaction (Month/Day/Year) <u>01/12/2004</u> | |
| | 4. If Amendment, Date of Original Filed (Month/Day/Year) | |
| | | 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person |

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|-----------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Common Stock, \$.10 Par Value | 04/04/2003 | | J | | 271.4578 ⁽¹⁾ | A | \$14.3055 | 1,924,861.4011 | D | |
| Common Stock, \$.10 Par Value | 05/08/2003 | | J | | 328.6788 ⁽¹⁾ | A | \$11.815 | 1,925,190.0799 | D | |
| Common Stock, \$.10 Par Value | 06/04/2003 | | J | | 305.3901 ⁽¹⁾ | A | \$12.716 | 1,925,495.47 | D | |
| Common Stock, \$.10 Par Value | 07/07/2003 | | J | | 299.5826 ⁽¹⁾ | A | \$12.9625 | 1,925,795.0526 | D | |
| Common Stock, \$.10 Par Value | 08/05/2003 | | J | | 286.6145 ⁽¹⁾ | A | \$13.549 | 1,926,081.6671 | D | |
| Common Stock, \$.10 Par Value | 09/09/2003 | | J | | 286.9584 ⁽¹⁾ | A | \$13.736 | 1,926,368.6255 | D | |
| Common Stock, \$.10 Par Value | 10/03/2003 | | J | | 294.4284 ⁽¹⁾ | A | \$13.3875 | 1,926,663.0539 | D | |
| Common Stock, \$.10 Par Value | 11/04/2003 | | J | | 291.6508 ⁽¹⁾ | A | \$13.515 | 1,926,954.7047 | D | |
| Common Stock, \$.10 Par Value | 12/04/2003 | | J | | 279.0161 ⁽¹⁾ | A | \$14.127 | 1,927,233.7208 | D | |
| Common Stock, \$.10 Par Value | 01/05/2004 | | J | | 248.9129 ⁽¹⁾ | A | \$15.8355 | 1,927,482.6337 | D | |
| Common Stock, \$.10 Par Value | 01/12/2004 | | P | | 253.0919 ⁽²⁾ | A | \$15.7472 | 3,034.411 | I | by Managed Account 2 |
| Common Stock, \$.10 Par Value | | | | | | | | 30,901.578 | I | by Managed Account 1 ⁽³⁾ |

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----|--|-----------------|---|--|--|---|--|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | | | | | |

Explanation of Responses:

- These shares were acquired through participation in the Company's 16b-3 qualified Employee Stock Purchase Plan.
- On January 12, 2004, the issuer was notified by the administrator of the Acxiom Corporation Non-Qualified Deferred Compensation Plan (the "Plan") (a non-tax-conditioned supplemental retirement plan) that these shares of the issuer's common stock had been contributed to the account of the reporting person for the year of 2003 as the issuer's matching contribution made in accordance with the terms of the Plan. \$15.75 was the average share price for this period.
- These shares were acquired during fiscal 2000 under the Company's 401(k) Retirement Savings Plan at prices ranging from \$16.50 to \$33.25 per share. The information presented is as of 3/31/00.

By: Catherine L. Hughes,
 Attorney-in-Fact For: Rodger S. Kline 01/14/2004

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.